

ABSTRACT OF THE DISCLOSURE

*DISC 1*

A system, method, and ticket for a lottery player to increase a payout received for winning a lottery game is disclosed. A request to purchase a set of play indicia (e.g. lottery numbers) and to associate the play indicia with a multiplier is received from a player. Data relating to the set of play indicia and data identifying the multiplier are stored in a memory where they are logically associated with each other. A purchase price is determined for the multiplier based upon various factors including the expected value of the multiplier as applied to a lottery ticket. The set of play indicia may be for a drawing-type lottery game and/or an instant-type lottery game and may be defined by characters and/or other representations. An embodiment of the present invention also includes a computer system having a memory for storing data related to the lottery game and having a processor in communication with the memory. The processor is operative to store data in the memory identifying a first set of play indicia, a second set of play indicia, and a multiplier. Further, the processor is operative to associate the first set of play indicia and second set of play indicia with the multiplier and calculate a purchase price for the multiplier. Further, the processor is operative to apply the multiplier to redemption values of one or more sets of play indicia associated with the multiplier according to various different algorithms to compute a payout amount to award a lottery player.